

DOCKET FILE COPY ORIGINAL

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Holly Springs Radio
David Peacock, President
PO Box 165
Winona, Mississippi 38967

ORIGINAL

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JUL 25 2001

FCC MAIL ROOM

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JUL 25 1 53 PM '01
AUDIO SERVICES

Before the Federal Communications Commission
Washington, DC 20554

IN the Matter of : Section 73.202 (b)
Table of Assignments Channel 243 A
FM Broadcast Stations

Holly Springs, Mississippi

Petition of Rulemaking to Assign Channel 243A to Holly Springs, Mississippi

TO THE COMMISSION:

Comes now, Holly Springs Radio (Hereinafter HSR) petitioner in this matter, requesting assignment of Channel 243A to Holly Springs, Mississippi as it's second FM assignment.

The proposed Channel meets all technical requirements for assignment, will cause no interference to other stations, and will provide city grade service to Holly Springs as required. A technical showing, attached, supports this claim.

Holly Springs is a prosperous community of over 7,000 persons, and needs additional local radio service to serve the public convenience and necessity. A community profile, attached, will testify the to diversity of the area.

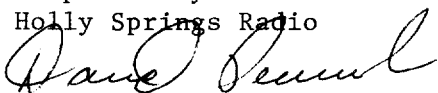
HSR will apply for the proposed channel if assigned. If authorized, HSR will construct and place the new facility in service without delay.

All premises considered, HSR request the following action:

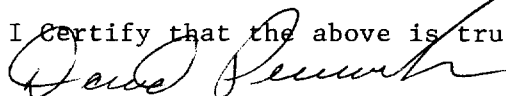
Section 73.202 (b)
Table of Assignments
Holly Springs, Mississippi

ADD: Channel 243A

Respectfully Submitted
Holly Springs Radio


David Peacock, President

I certify that the above is true and correct to the best of my knowledge and belief:



Holly Springs Radio
David Peacock

Signor Appeared and Sworn before me this the 18th Day of July, 2001


Notary Public

My Commission Expires

MISSISSIPPI STATEWIDE NOTARY PUBLIC
MY COMMISSION EXPIRES JUNE 18, 2005
BONDED THRU STEGALL NOTARY SERVICE

holly springs

REFERENCE

34 41 32 N
89 32 33 W

CLASS = A

Current Spacings

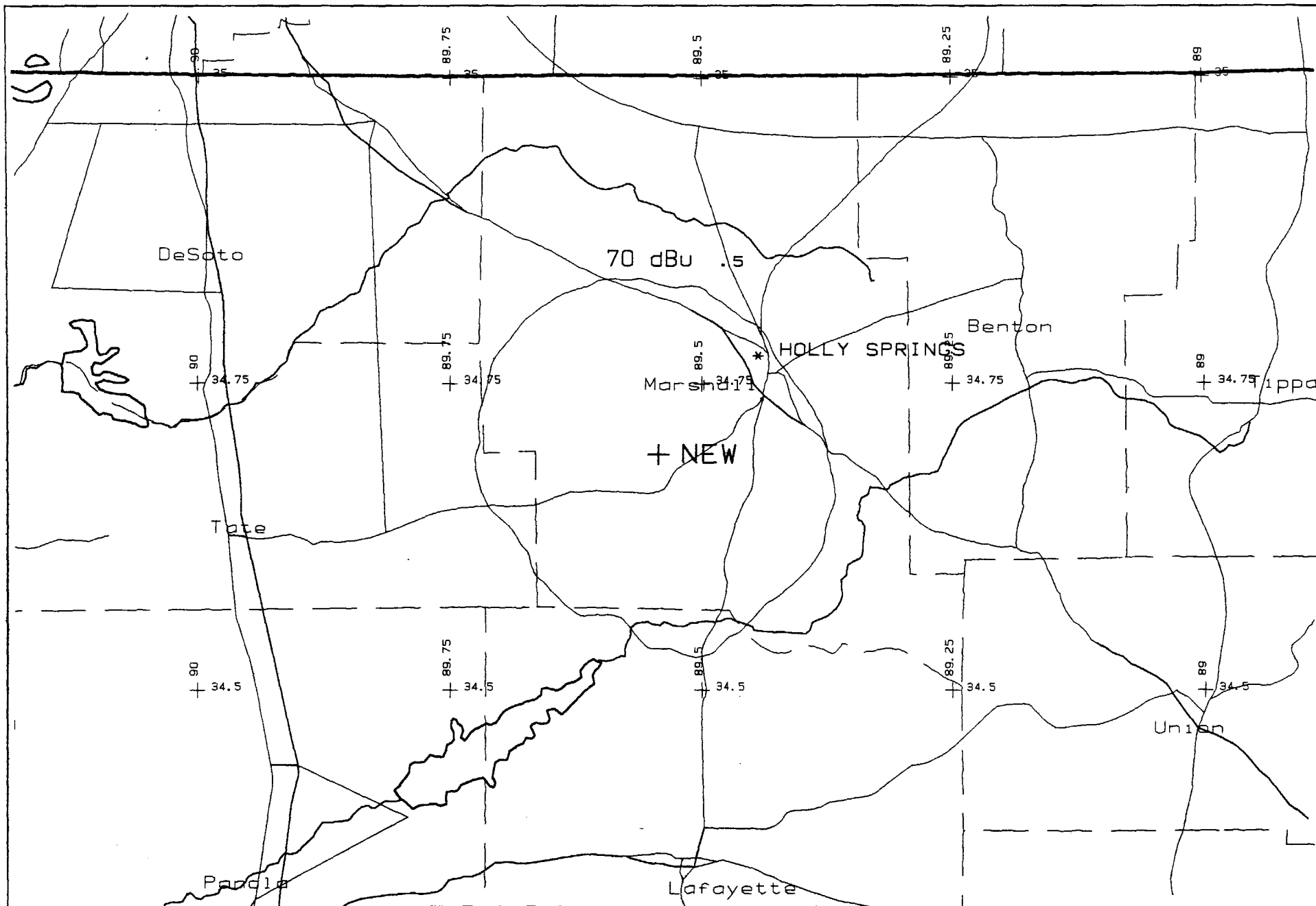
DISPLAY DATES

DATA 02-21-01
SEARCH 02-22-01

Channel 243 - 96.5 MHz

Call	Channel	Location		Dist	Azi	FCC	Margin
WHRK	LIC 246C1	Memphis	TN	74.53	322.5	75.0	-0.47
RDEL	DEL 240C3	Potts Camp	MS	41.60	104.6	42.0	-0.40
WCNA	LIC 240C3	Potts Camp	MS	41.60	104.6	42.0	-0.40
WSELFM	LIC 244A	Pontotoc	MS	72.38	132.3	72.0	0.38
WKDJFM	LIC 243A	Clarksdale	MS	116.42	239.5	115.0	1.42
KHLS	LIC 242C1	Blytheville	AR	139.92	347.8	133.0	6.92
WMOD	LIC 244A	Bolivar	TN	85.83	43.5	72.0	13.83
WMPS	LIC 241C3	Tunica	MS	56.89	274.0	42.0	14.89
RADD	ADD 240C3	Saltillo	MS	80.14	100.3	42.0	38.14
WBFG	LIC 243A	Parker's Crossroads	TN	158.32	41.2	115.0	43.32
WMJJ	LIC 243C	Birmingham	AL	282.12	118.8	226.0	56.12
WMJJ.A	APP 243C	Birmingham	AL	282.12	118.8	226.0	56.12
KXHT	LIC 296A	Marion	AR	72.19	315.8	10.0	62.19

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AUDIO DIVISION



HOLLY SPRINGS

Zip Codes

38635

Statistics & Facts

The population of Holly Springs is approximately 7,261.
The approximate number of families is 2,421.

The amount of land area in Holly Springs is 27.135 sq. kilometers.
The amount of surface water is 0.035 sq kilometers.
The distance from Holly Springs to Washington DC is 778 miles. The distance to the Mississippi state capital is 175 miles. (as the crow flies)
Holly Springs is positioned 34.77 degrees north of the equator and 89.44 degrees west of the prime meridian.

Government And Information

Marshall County Administrator
128 Van Dorne Ave
Holly Springs, MS 38635
Phone: 601-252-7903

Holly Springs Organizations And Clubs

Marshall County Historical
220 E College Ave
Holly Springs, MS 38635-3122
Phone: 601-252-3669

Holly Springs, Mississippi Libraries

Marshall County Library
109 E Gholson Ave
Holly Springs, MS 38635-3014
Phone: 601-252-3823

Holly Springs boasts 308 buildings listed on the National Register of Historic Places. Iron fences erected before the Civil War still surround the carefully manicured lawns. In addition to antebellum mansions, Holly Springs boasts a lovely collection of pre-Civil War cottages and churches, as well as a large town square and a Victorian train station. Located just 45 minutes from Memphis, Holly Springs also offers access to Sardis Lake and Holly Springs National Forest.

Air Cargo and Express Service

Airborne Express
(901) 366-9817

Astro
(Burlington Air Express)
(901) 396-3332

Burlington Air Express
(901) 346-0200

Delta Air Lines
Air Cargo Services
Memphis Int'l Airport
Memphis, TN
(901) 922-8210

Federal Express
(Call by 3:00pm for pickup)
(901) 345-5044
(800) 238-5355

UPS
(800) 222-8088

Aircraft Rental and Leasing

Air Care Services, Inc.
Holly Springs/Marshall
County Airport
Highway 78 West

Holly Springs, MS 38635
(662) 252-5807

Jewell Aircraft
Holly Springs/Marshall
County Airport
Highway 78 West
Holly Springs, MS 38635
(662) 252-6377

Airports

Holly Springs/Marshall
County Airport
Highway 78 West
Holly Springs, MS 38635
(662) 252-5807

Antiques

Dr. J. A. Hale Antiques
152 Memphis
Holly Springs, MS 38635
(662) 252-1461

Building Supplies

Booker Hardware
119 South Market
Holly Springs, MS 38635
(662) 252-2331

Marshall County
Lumber Company
515 East Salem
Holly Springs, MS 38635
(662) 252-3311

McClatchy True Value
Hardware
160 South Center
Holly Springs, MS 38635
(662) 252-3210

Teddy's Discount
Building Supply
170 Clarice Drive
Holly Springs, MS 38635
(662) 252-7333

US Brick
700 Highway 7 North
Holly Springs, MS 38635
(662) 252-2551

Bus Services

Greyhound-Trailways Lines
490 South Craft
Holly Springs, MS 38635
(662) 252-1353

Car Rental and Leasing

Forster's Rent-A-Car
(6 miles west)
4535 Hwy 178
Red Banks, MS 38661

The Auto Place
637 South Craft
Holly Springs, MS 38635
(662) 252-3233

Caterers

Cross Roads Fish Shack
Hwy 78
Red Banks, MS 38661
(662) 252-7506

Holly Inn Restaurant
John P. Carpenter
Highway 78 West
Holly Springs, MS 38635
(662) 252-1870

A Matter of Taste
Maia Miller, Owner
Holly Springs, MS 38635
(662) 252-1755

Owen's Grocery & Deli
393 Van Dorn Ave.
Holly Springs, MS 38635
(662) 252-1433

Wall Doxey State Park
3946 Hwy 75
(7 miles south of city)
Holly Springs, MS 38635
(662) 252-4781

Cellular Service

Bell South Mobility
3849 North Gloster
Tupelo, MS 38801
(662) 842-0200 or 252-1100

Dry Cleaners

Burdett's Cleaners
165 South Center
Holly Springs, MS 38635
(662) 252-4771

Holly Springs Dry Cleaners
151 East Van Dorn
Holly Springs, MS 38635
(662) 252-1741

Fabric/Materials

Wal-Mart Discount City
Highway 78 West
Holly Springs, MS 38635
(662) 252-2211

Fire Department

Ken Holbrook, Chief
150 East Falconer
Holly Springs, MS 38635
(662) 252-3938

Golf Course

Kirkwood National 18 hole/Championship Restaurant, catering, & some housing
Hwy. 4 North
Holly Springs, MS 38635
(662) 252-4888

Highway Patrol

Bill Ellis, Captain
Mississippi Highway Patrol
Batesville, MS 38606
(662) 563-4651

Hospitals

Holly Springs Memorial Hospital
1430 East Salem
Holly Springs, MS 38635
(662) 252-1212

Hotels and Motels

Heritage Inn
Highway 78 & Highway 7
Holly Springs, MS 38635
(662) 252-1120

Fort-Daniel Hall
Bed and Breakfast
Maxine Hall, Owner
184 Memphis Street
Holly Springs, MS 38635

Hampton Inn
Hwy 78 & Hwy 7
Holly Springs, MS 38635
(662) 252-5444

Holly Inn
Old Highway 78 West
Holly Springs, MS 38635
(662) 252-4105

Holiday Inn Express
155 Clarice Drive
Holly Springs, MS 38635
(662) 252-7770

Somerset Cottage
Bed and Breakfast
Jean Liddy, Owner
1135 Gholson
Holly Springs, MS 38635

Wall Doxey State Park
3946 Hwy 75
(7 miles south of city)
Holly Springs, MS 38635
(662) 252-4781

Locksmiths

Booker Hardware
119 Market
Holly Springs, MS 38635
(662) 252-2331

Mayor

Eddie Lee Smith, Mayor
City of Holly Springs
160 South Memphis
Holly Springs MS 38635
(662) 252-4280, 252-4281

Meeting Centers

580 E. Stewart
Holly Springs, MS 38635
(662) 252-4105

Holiday Inn
Conference Center
Olive Branch, MS 38654
(662) 895-2941

Military Installations

National Guard Armory
720 East Salem
Holly Springs, MS 38635
(662) 252-1521

Newspapers

The South Reporter
157 South Center
Holly Springs, MS 38635
(662) 252-4261

Pharmacies

Seale Drug Company
132 East College
Holly Springs, MS 38635
(662) 252-1631,
252-4775, 252-4153

Super D Drugs
Highway 7 South
Holly Springs, MS 38635
(662) 252-2285, 252-3842

Photo Finishing - Retail

Super D Drugs
235 Highway 78 West
Holly Springs, MS 38635
(662) 252-2285, 252-3842

Tyson Drug Company
145 East Van Dorn
Holly Springs, MS 38635
(662) 252-2321,
252-5608, 252-6525

Wal-Mart Discount City
Holly Springs, MS 38635
(662) 252-2211

Police Department

Jimmy Howell, Chief
Holly Springs Police
Department
Holly Springs, MS 38635
(662) 252-2121

Byhalia Police Department
(662) 838-6000

Printing and Copy Service

Holly Springs Printing Co.
130 East College
Holly Springs, MS 38635
(662) 252-4767

South Center Printing
157 South Center
Holly Springs, MS 38635
(662) 252-2793

Radio Stations

WKRA Radio AM/FM
Highway 4 East
Holly Springs, MS 38635
(662) 252-1122, 252-6692

Railroad Lines

Burlington Northern Memphis Work Center
Memphis, TN
(800) 435-4446

Mississippi Central
Van Dorn Avenue
Holly Springs, MS 38635
(662) 252-1263

Security Services

Ed Hogan
350 Hamilton
Holly Springs, MS 38635
(662) 252-1758

Shipping Services

Wayne Cook Trucking
415 E. Industrial Park Road
Holly Springs, MS 38635
(662) 252-5505

WC Trucking, Inc.
465 E. Industrial Park Rd.
Holly Springs, MS 38635
(662) 252-3976

Federal Express
(Call by 3:00pm for pickup)
(800) 238-5355

UPS
(800) 222-8088

Telegraph

Western Union
131-B East Van Dorn
Holly Springs, MS 38635

Telephone Installation

BellSouth
(800) 945-6500

Joe Fant Telephone
Installation and Wiring
Higdon Road
Holly Springs, MS 38635
(662) 252-1734

Television Station

RCTV/2
Rust College
150 East Rust Avenue
Holly Springs, MS 38635
(662) 252-4197

Travel Agencies

MasterTravel, Inc.
114 A South Memphis
2nd Floor, Bank of
Holly Springs Building
Holly Springs, MS 38635
(662) 252-1924

Truck Leasing and Rental

Rapid Ways Truck Leasing
694 Industrial Access Road
Holly Springs, MS 38635
(662) 252-7222

U-Haul Truck Rentals
520 Hwy. 78 East
Holly Springs, MS 38635
(662) 252-5098

Universities & Colleges

Rust College
150 East Rust Avenue
Holly Springs, MS 38635
(662) 252-4661

Waste Disposal

City of Holly Springs
Sanitation Department
135 East Park Avenue
Holly Springs, MS 38635
(662) 252-2052

BFI
Holly Springs Utility Department
(662) 252-4411